Exploration on the Construction of Mobile Library Service Quality Optimization Model

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Abstract: The emergence of science and technology and big data has promoted the emergence of major resource platforms. Mobile libraries have emerged as the world progresses. Users have put forward high requirements for service quality in the process of using mobile libraries. Optimizing service quality is one of the important topics of mobile libraries today. In our paper the mobile library service quality optimization model is constructed from three aspects, including the starting point of the optimization model, the optimization content, and the final construction. While keeping up with the pace of the times, we will meet the needs of users and enhance user satisfaction in order to promote the development and advancement of mobile libraries.

Keywords: Mobile library, Service quality, Service model

1 Introduction

Service quality optimization is one of the most important topics in the 21st century. In various fields, service quality is one of the key concerns of people and also one of the important factors which influence the satisfaction of users. With the rapid development of science and technology, the emergence and development of internet, mobile libraries are gradually appearing in the public's field of vision, and they are updated and developed in high pace. The functionality of mobile libraries are more powerful and the interaction of libraries is perfect and the system is very convenient to use. Therefore, on the basis of satisfying the daily use of users, the user's service quality requirements for mobile libraries are stricter. At present optimizing the mobile library service quality system is one of the most important issues. In this study we deal about optimizing the service quality of mobile libraries and to realize the construction of mobile library service quality model.

2 The starting point of the mobile library service quality optimization model

2.1 User's awareness and longevity of usage

In the process of implementing the mobile library, the functions and service quality of the mobile library are gradually being strengthened and constantly improved. The ease of use of the mobile library system has gradually improved and stabilized. In due course of achieving the optimized mobile library, the user's satisfaction in the usage of the mobile library has gradually increased, but there is not enough increase in the number of user's who are using it. The user's attitude toward the use of the mobile map embassy is also indispensable. Understanding the reasons about why users are not enthusiastic in using[1], and solving this problem will greatly help in optimizing the quality of mobile library services.

Based on the results that have been studied by the predecessors, we can intuitively understand that the reason why users are not enthusiastic about using mobile libraries can be explained by the user's cognition and continuous use. The relationship between users' cognition and continuous use is related to each other and can be said to be an influential factor of coexistence. According to the study, the cognitive and continuous use of users can be explained by the relevant

content of behavioural psychology, which means that the factor is consistent with the stimulus response of behavioural psychology.

This article uses the "SOR model" in behavioural psychology to explain why users are not enthusiastic about using mobile libraries. The "SOR model" is also stimulated by scenarios, the body accepts and recognizes, and finally shows the extent of situational stimuli and cognition by behavioural display and response. The specific display of the model is based on the structure of the model, which means that it is divided into three stages to elaborate, as follows:

The first stage: situational stimulation. Scenario stimuli can be analysed from two aspects. The influencing factors have two reasons which can be divided into two, their own causes and external environmental stimuli. On one hand, it is they themselves. Before using the mobile library, users would consider their own conditions and knowledge of using mobile library. Can their understanding of the mobile library meet the requirements of the mobile library's user skills, and whether their existing resources can conveniently uses the mobile map embassy. If the user encounter problems that are difficult to understand and inconvenient to use when using the mobile library, or when it is time consuming and labour intensive the user's enthusiasm for using the mobile library naturally declines. On the other hand, external environmental stimuli, recognizing behaviour is the most vulnerable to the external environment, when the user's surroundings and well-known people are not frequently use the mobile library. Then the user's usage behaviour will be affected accordingly, bringing down their enthusiasm in using mobile libraries.

The second stage: users' personnel perception. Cognition can be explained in two ways. On one hand, it is the understanding of users about the quality of mobile library services. On the other hand, in recognizing the user features of mobile libraries. When users use mobile libraries at the beginning stage they want to check whether the features can meet their own needs or not. Also the service quality of mobile libraries is examined and evaluated. When the use of the Embassy meets the user's psychological needs[2], it will give a sense of recognition of the users value of the mobile library, thereby increasing the usage of the mobile library.

The third stage: behavioural response. The behavioural response of the user can be understood after using the mobile library, the user recognizes the service quality and users' features of the mobile library, and thus chooses to continue using the mobile library. The more times you use it, the more satisfied you are with the quality of the mobile library's service, and the willingness to recommend it to more people, resulting in a good cycle.

2.2 Expand user awareness

Mobile library is networks and electronics based, it is convenient, simple and fast to use. It can overcome space and time restrictions for users, and it can be used around the clock and from elsewhere. It will definitely render a better experience and will tend to attract crowd. People love electronic gadgets certainly, however the mobile library also have its own shortcomings. For instance, in terms of usage effect, it will be affected by the screen size of the electronic device. The performance and system configuration of electronic products also affect the use of mobile graphics embassies on electronic products. For time being, the problems exist in the mobile library are low visibility, the propaganda is not effective enough and it is not done widely. Therefore, mobile libraries need to escalate their propaganda, so we recommend certain ways for the promotion of the mobile libraries, they are:

(1) Conduct surveys on usage of mobile libraries both online and offline simultaneously. According to the results of the survey, users grouped into various different groups, and then corresponding promotion strategies are formulated for different groups. Use the propaganda strategy to resolve the perceived differences between the user groups[3].

(2) Publicity of mobile libraries needs to be done often and very frequent. Frequent publicity of mobile libraries can increase the visibility of mobile libraries and helps to make it familiar to more groups, thus attracting more users to use mobile libraries.

(3) The diversity of propaganda methods. The propaganda methods of mobile libraries can be advertising, propaganda posters, leaflets, web advertisements, etc. The content of leaflets can also be comics and other forms which could easily attract the reader's interest.

3 Contents of mobile library service quality optimization model

3.1 Mobile library functional requirements

Under the constant publicity, the number of users

attracted has gradually increased, and the number of users of mobile library statistics has also increased. What follows is the user's ability to use the mobile library, the mobile library no longer meets the current performance, and requires more functions. The function of the mobile library should be able to make users' experience, quality and service more intuitive[4].

Therefore, the basic service functions of the mobile library need to be improved continuously, the service projects need to be ceaselessly improved, and the types of services need to be incessantly added. In addition to the basic functions, the latest emerging network technologies can be applied to mobile libraries, such as GPS positioning functions, service reservation functions, system navigation and many other new features and functions. The improvisation of these functions can improve the user's service satisfaction, and the satisfaction evaluation of functional services is higher, which increases the user's use effect.

3.2 Mobile library interactivity

Resource sharing is a development trend in the context of the era of big data. People pay more attention to the sharing of resources and sharing of experiences. The so-called user interaction, the interactive function of mobile libraries is also a factor that affects the user's continuous usage. In the process of development, mobile libraries provide users with corresponding functional services according to the characteristics of users in different populations. They may allow users to share and view shared resources among others, and provide corresponding resource review reports for other users. As well as the ability to check notes, the introduction of this interactive function is also a means and a way to attract other users. At the same time, the mobile library can also retain the feedback window, accept feedback from users, respond to user feedback in a timely manner, encourage mobile library users to provide suggestions during use, and integrate user suggestions to improve mobile library in real time. Updates make the mobile library platform more user-friendly.

3.3 Mobile library ease of use

As a resource, the mobile library platform not only needs to meet the user's requirements for functionality, but also facilitates the user's operation on the basis of satisfying the functional requirements. One of the factors that have influenced the user's enthusiasm in the past is whether the mobile library is convenient to use. When users uses it, it could create a feeling of wasting time and energy, which cause disinterest for the use of mobile libraries. Therefore, the ease of use of mobile libraries is very important.

Increasing the ease of use of mobile libraries can be observed from the display of mobile homepages, the use of functional guides, online manual services, and user misuse and guidance, while increasing the appeal of the home page[5]. The guiding window used by the function service provider and the function of the user should be able to choose the service content according to the user's own requirement and needs. Setting people's service window to provide the user with online answering questions, the mobile library system itself must have certain error correction functions. When the user has an error operation and a mistake, the user provides the clue guidance according to the function used by the user and the keyword collection of the search, and helps the user find the information resources needed to improve the ease of use of the mobile library to increase the user experience.

4 Construction of mobile library service quality optimization model

4.1 Establishment of optimization mode

The mobile library can be said as an information system, which is a functional platform that satisfies user resource queries. The mobile library's service model directly affects the user's perception of the mobile libraries usage and whether to continue using the mobile library. In the process of using the mobile library, the user is also a process of generating awareness of the mobile library, and is also a process for user experience. Under the dual role of cognition and emotion, the user will give the final users perception, that is, the satisfactory of using the mobile library. Therefore, the optimization of the service quality model of mobile libraries is the focus, and the optimization of the quality service model of mobile libraries can be carried out in three steps:

(1) Initial stage: The initial stage can also be said to be a strategic stage. Investigate both the internal environment and the external environment. The external environment can be said as the impact of the big environment, the development and progress of network information technology, the development and progress of science and technology, the changes in the background of the data age, etc.[6] The internal environment refers to the requirements for users to use the mobile library during the use of the mobile library and the expected use of the mobile library. According to the common influence of the internal environment and the external environment, identify the

projects and optimization points that mobile libraries need to optimize. Defining the purpose of optimization, what is the starting point for mobile library optimization? The first part of the above has already been described.

(2) Development stage: The development stage is also called the transformation stage. According to the information collected in the initial stage, big data and background of resource sharing the content of the survey will be transformed, and the quality of the mobile library service model will be determined based on the survey content. The main content of this phase is to analyse the user's needs, and to meet the technical difficulties that the user needs to overcome, and to minimize the optimization cost on the basis of achievable and optimized project in batches based on user relevance and importance. The project that needs to be optimized is explained in the second part of the above content, which can be optimized from three aspects: service function, ease of use, and interactivity of the mobile library.

(3) Determining phase: that is, the implementation phase, completing the construction of the final mobile library service quality optimization model. Based on the preparations of the first two stages, this paper finally establishes the content of user demand, use satisfaction, and willingness to use based on the interactive, functional, and usability of the mobile library. The starting point is the service quality of mobile libraries[7]. At the same time, in the construction and development of mobile libraries, training and promotion is not only a measure to rapidly increase the user base in the initial stage of platform construction, but also a simple understanding of users from the early stage of mobile library platform. The basic function is to promote to an effective way to explore deeper levels of functionality and enhance your belief in use.

4.2 Continuous improvement of service quality model

Through the establishment of the mobile library quality service optimization model, the optimized mobile library use effect will be investigated. A summary of the deficiencies in the optimization model and the opinions users have made in the process of using the mobile library, continuous improvement of the service quality model of mobile libraries. The core content of mobile libraries is users, mobile library technology products, and service resources. In the process of using mobile libraries, mobile libraries also need to be continuously updated based on new demands from users and updates on science and technology. The user-perceived quality optimization of the mobile library service platform is a step-by-step process that continuously optimizes the practice for new requirements and problems that users are constantly emerging. With the continuous optimization of the mobile library service platform, the user's perceived quality of the platform has been improved step by step, and the user satisfaction has been continuously improved.

5 Summary

In short, in the process of optimizing the quality service model in the mobile library, the most important problem is the user's needs. On the basis of satisfying the user's needs to the greatest extent, gradually add new usage functions and gradually improve the mobile library service platform. There are many factors influencing users' enthusiasm for using mobile libraries. There are also many aspects related to the optimization of service quality. The process of optimizing the quality of mobile library service is a complex management process that needs to be supported by a scientific service quality optimization model. The optimization model mainly constructed in this paper is based on the user's needs, service quality, continuous use, and user satisfaction.

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